

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh pemilihan selebriti sebagai *endorser* pada Iklan Honda Vario Techno 125 di televisi terhadap *brand personality*. Pemilihan selebriti terdiri dari kredibilitas selebriti, daya tarik selebriti, dan kesesuaian selebriti.

Populasi yang digunakan dalam penelitian ini yaitu konsumen yang datang ke MPM honda untuk membeli Honda Vario Techno 125 atau hanya melihat-lihat dan melakukan service sepeda motor. Teknik pengambilan sampel menggunakan *accidental* sampling, yaitu metode pengambilan sampel yang dilakukan dengan menggunakan siapa saja yang ditemui saat di MPM Honda yang dinilai tepat untuk dijadikan sebagai sampel, dengan jumlah sampel yang diperoleh sebanyak 100 responden. Teknik analisa data yang digunakan dalam penelitian ini adalah dengan metode regresi linier berganda.

Hasil pengujian menunjukkan bahwa variabel kredibilitas selebriti, daya tarik selebriti, dan kesesuaian selebriti memiliki pengaruh signifikan dan positif terhadap *brand personality*. Berdasarkan nilai koefisien determinasi parsial variabel daya tarik selebriti menjadi variabel yang berpengaruh dominan terhadap *brand personality*. Hal ini berarti dengan adanya variabel kredibilitas selebriti, daya tarik selebriti, dan kesesuaian selebriti yang baik sebagai *endorser* pada Iklan Honda Vario Techno 125 di televisi akan berdampak pada meningkatnya *brand personality*.

Kata Kunci : Kredibilitas Selebriti, Daya Tarik Selebriti, Kesesuaian Selebriti, dan *Brand Personality*

ABSTRACT

This research is meant to find out the influence of the selection of celebrity as the endorser at advertisement of Honda Vario 125 in television to the brand personality. The selection of celebrity consists of the credibility of celebrity, the attractiveness of the celebrity and the appropriateness of the celebrity.

The population is all customers who have ever visited MPM Honda to purchase Honda Vario Techno 125 or just sight-seeing and conducting motorcycle maintenance. The sample collection technique has been conducted by using accidental sampling. The sample collection methods has been done by selecting anyone who meets the researcher at MPM Honda and he is considered appropriate to be used as sample, the numbers of samples are 100 respondents. The data analysis technique has been carried out by using multiple linear regressions method.

The result of test shows that the credibility of the celebrity, the attractiveness of the celebrity and the appropriateness of the celebrity have significant and positive influence to the brand personality. Based on the coefficient value of partial determination, it shows that partially the attractiveness of the celebrity is the variable which has dominant influence to the brand personality. It means that proper variables i.e. the credibility of celebrity, the attractiveness of the celebrity and the appropriateness of the celebrity as the endorser at advertisement of Honda Vario Techno 125 in television have an influence to the enhancement of brand personality.

Keywords: The credibility of celebrity, the attractiveness of the celebrity and the appropriateness of the celebrity and brand personality.